

Message Text

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AMCONSUL MILAN

AMCONSUL ZURICH BY POUCH

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E.O. 11652: N/A

TAGS: BEXP, SZ

SUBJECT: SEMINAR AND EXPOSITION MICROPROCESSORS USA MARCH 21,

1978, HOTEL INTERNATIONAL, ZURICH

1. HEREWITH PRELIMINARY REPORT ON POST-
ORGANIZED MICROPROCESSORS USA SEMINAR:

A) NUMBER OF US COMPANIES THROUGH SWISS REPS OFFICES
PRESENTING PAPERS AT SEMINAR: 5

B) NUMBER OF US COMPANIES REPRESENTED AT EXPOSITION
THROUGH SWISS FIRMS: 45

C) NUMBER OF LOCAL FIRMS EXHIBITING: 33

ALL FIRMS REPRESENTED IN SWITZERLAND AND LOCALLY RE-
CRUITED BY POST. (NOTE: TWO NEW-TO-MARKET EXHIBITORS
RECRUITED BY COMMERCE CANCELLED PARTICIPATION). TWO
NEW-TO-MARKET AMERICAN PUBLISHING HOUSES IN ELECTRONICS
SENT PUBLICATIONS FOR DISPLAY.

D) NUMBER OF SEMINAR ATTENDEES: 1) PAYING PARTICIPANTS:

292

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2) NON-PAYING: 23 (PRESS, TEACHING INSTITUTIONS, PROFESSIONAL
ASSOCIATIONS, EMBASSY, CONSULATE GENERAL, AND AMCHAM
PERSONNEL).

TOTAL: 315

E) NUMBER OF UNREGISTERED EXPOSITION VISITORS: 225
(NOTE: SEMINAR ATTENDEES HAVE ALL VISITED EXPOSITION).

F) TOTAL NUMBER EXPOSITION VISITORS: 540.

G) ESTIMATED NUMBER OF SALES LEADS RECEIVED BY EXHIBITORS:
600 (BASED ON PRELIMINARY SAMPLING OF EXHIBITORS).

H) IMMEDIATE SALES: \$150,000 12 MONTHS PROJECTED SALES
AS DIRECT RESULT OF SUBJECT PROMOTION: \$2 MILLION
(BASED ON ESTIMATES MADE IN PRELIMINARY REPORTS RECEIVED
FROM SEVEN EXHIBITORS).

2. COMMENTS: MICROPROCESSORS USA CAN BE REGARDED AS RESOUNDING SUCCESS. FORMULA OF BRINGING TOGETHER IN COMBINED PROMOTIONAL PLATFORM REPS OF U.S. COMPANIES IN SPECIFIC INDUSTRY WAS HAILED AS HIGHLY EFFECTIVE BY BOTH EXHIBITORS AND SEMINAR ATTENDEES. SAID ONE REP OF LARGE US SEMICONDUCTOR MANUFACTURER QUOTE: YOU HAVE THE CREAM OF SWISS INDUSTRY HERE. WE COULD NOT HAVE ACHIEVED IT ALONE. PEOPLE AT THAT LEVEL SELDOM TAKE TIME TO ATTEND IN-HOUSE SEMINARS. UNQUOTE. ADDED NEWLY-APPOINTED DISTRIBUTOR OF U.S. MANUFACTURER OF KEYBOARDS: QUOTE MICROPROCESSORS USA WAS BY FAR MORE EFFECTIVE THAN SWISS INDUSTRIAL ELECTRONICS EXHIBITION (INELTEC) WHERE WE EXHIBITED AT GREAT COST DURING FIVE DAYS. WE HAVE MET IN ONE DAY 90 PER CENT OF OUR POTENTIAL CUSTOMERS. UNQUOTE EXECUTIVE DIRECTOR SWISS-AMERICAN CHAMBER OF UNCLASSIFIED

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COMMERCE WHICH CO-SPONSORED EVENT IS HIGHLY PLEASED WITH EXPOSURE OBTAINED AND RECOMMENDS REPEAT PERFORMANCE NEXT YEAR (INCLUDED IN FY 79 CCP). ALL EXHIBITORS AND SPONSOR FIRMS WHO PARTICIPATED WITH PAPERS IN SEMINAR HAVE SO FAR EXPRESSED INTEREST IN PARTICIPATING IN SIMILAR FUTURE EVENT. THE FIVE SEMINAR PAPERS, PRESENTED BY REPS OF LARGE U.S. SEMICONDUCTOR COMPANIES, ON THE WHOLE WERE WELL RECEIVED BY ATTENDEES, EVEN THOUGH SOME CRITICISM WAS HEARD REGARDING COMMERCIAL AND PRODUCT ORIENTED PRESENTATION OF TWO PAPERS. WE ESTIMATE THAT 80 PERCENT OF USERS AND POTENTIAL BUYERS OF MICROPROCESSORS AND MICROCOMPUTER SYSTEMS IN GERMAN-SPEAKING SWITZERLAND AND 75 PER CENT OF ENTIRE SWITZERLAND HAVE BEEN REACHED BY THIS PROMOTION. ONE WEEK BEFORE EVENT, SEMINAR ROOM CAPACITY WAS SOLD OUT. SEVERAL EXHIBITORS UTILIZED PROMOTION FOR NEW PRODUCT RELEASES AND DEMOS.

3. FINAL REPORT WITH SAMPLES OF ORGANIZATIONAL AND PROMOTIONAL MATERIALS FOLLOWS BY AIRGRAM.

4. COMMERCE SUPPORT, INCLUDING \$800 IN FUNDING,
GREATLY APPRECIATED.

WARNER

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